

# Public Engagement

34<sup>th</sup> North Carolina Community  
Transportation Conference  
“Steering Through Change”  
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# Public Engagement

- Why
- Who
- What
- How
- Can

# Why Do We Do It?

1

The Federal Government says so!

2

But more importantly...

3

The Public Demands, and  
Deserves it!

# Who's Involved?

23 CFR 316 (a) and 23 CFR 210 (a)

- (A) MPOs SHALL develop and use a documented process that provides ... all interested parties with reasonable opportunities to be involved in the Metropolitan transportation planning process.
- (B) States SHALL develop and use a documented public involvement process that provides opportunities for public review and comment at key decision points.

# How do we involve people?

A Public Participation Plan is developed by the MPO in consultation WITH ALL INTERESTED PARTIES.

# What is it?

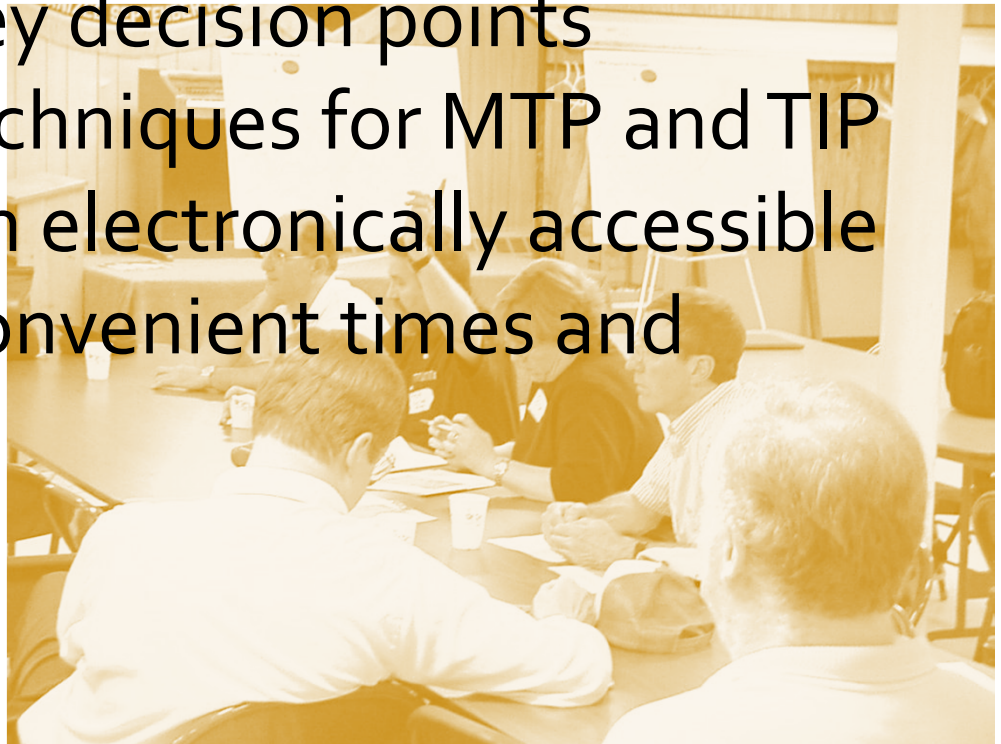
- View public participation plan as a Strategy
  - Educational
  - Advocacy
  - Decision-making
- One size does not fit all
- Strategy should be designed to fit your organizations goals

# How do we do it?

- Define goals
- Identify the target audience(s)
- Develop an approach or plan or strategy
- Use a variety of techniques
- Monitor, evaluate, and adjust

# What's included?

- Provide adequate public notice
- Provide timely notice and reasonable access to information at key decision points
- Use visualization techniques for MTP and TIP
- Make information electronically accessible
- Hold meetings at convenient times and accessible locations





# What's included?

- Demonstrate explicit consideration and response to comments received
- Seek out and consider the needs of those underserved populations
- Provide additional PI if major changes occur
- Coordinate with statewide PI efforts

# How many plans do you need?

- Different strategies for different decisions
  - Metropolitan Transportation Plan
  - Transportation Improvement Program
  - Bicycle Plan
  - Transit Plan
  - Environmental Impact Statement (EIS)

# What techniques do we use?

- Traditional
  - Face-to-face meetings, Drop-ins, charrettes, public hearings
- Informing people
  - Mailings, videos, briefings, speakers bureau, newsletters, soliciting feedback, surveys, hotlines, website, facilitated sessions
- Enhanced participations
  - Games, fairs, role play, GIS, 3D graphics

The screenshot shows a web browser window with the title 't Area Study Questionnaire - Windows Internet Explorer'. The address bar displays a URL from 'http://obsurvey.com'. The browser's toolbar includes 'View', 'Favorites', 'Tools', and 'Help'. The page content is titled 'Northeast Area Study Questionnaire'. It asks the user, 'How long have you lived in the study area (see map)?'. To the right of the text is a map of the Northeast Area, which includes Franklin and Wake counties. Below the map, there are four radio button options: 'A. Less than 1 year', 'B. 1 - 10 years', 'C. More than 10 years', and 'D. I do not live in the study area'. A 'Next Page' button is located at the bottom of the form. The browser's status bar at the bottom indicates 'Internet | Protected Mode: On'.

# Can Social Media help?

## ■ Facebook

- publicizes promotional events, discussing scheduling, fares, and local-area info

## ■ Twitter

- provides route information, traffic and service advisories, rider alerts, detour announcements, publicize events, and share links

## ■ Podcast

- provides general information, announce meetings or new initiatives, and release updates on projects

## ■ YouTube

- provides information (including visualizations) about new features, promote initiatives

# Can Social Media help?

- Spreads news fast to a large audience.
- Avoid difficult or controversial topics.
- Not everyone is comfortable with and/or has access to technology.
- Should be an enhancement to traditional public participation efforts, not a substitute for traditional outreach.

“A well-informed public which feels it has opportunities to contribute input into transportation decision-making processes through a broad array of involvement opportunities at all stages of decision-making”

–U.S. Department of Transportation

# Questions

Loretta W . Barren  
Transportation Planner  
[Loretta.barren@dot.gov](mailto:Loretta.barren@dot.gov)  
919-747-7025